

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, December 15, 2011
Taft Building Conference Room
1680 N. Vine St., Suite 200**

Directors Present	Frank Stephan, President	Clarett West Development
	Don Mushin, Secretary	Toyota of Hollywood
	Neelura Bell	CRA/LA- (Ex-officio Member)
	Chris Bonbright	Whitley Court Partners
	Charlie Colletta	HEI, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Mitch O'Farrell	CD 13 (Ex-officio Member)
	Ron Radachy	Oasis of Hollywood
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
Directors Absent	Linda Bybee, Vice President	Metro
	Greg Beck	Champion Real Estate
	Michael Gargano	Argent Ventures, LLC
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Thaddeus Smith	The Music Box Theater
	Monica Yamada, Treasurer	CIM Group, LP
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
Guests	Bill Farrar	Andrews International Security

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:10 p.m. He welcomed existing and newly appointed honorary directors Captain Bea Girmala (LAPD), Neelura Bell (CRA) and Mitch O'Farrell (CD-13).

II. Open Forum

There were no comments made by members of the public during open forum.

III. Approval of Minutes

It was moved by **Chris Bonbright**, seconded by **Don Mushin** and CARRIED to approve the minutes from the November 17, 2011 meeting. Unanimously approved.

IV. Treasurer's Report

A. Approve Treasurer's Report for November 30, 2011: Kerry Morrison stated that all outstanding bills will be paid by the end of the year, and the year-end report will be made available at the January board meeting. According to the year-end cash flow statement, \$479,000 will remain as cash on hand at the end of the year. In light of the surplus, Morrison suggested that the board consider lowering assessments for the 2012/2013 year or holding them at their current rate.

It was moved by **Chris Bonbright**, seconded by **Tej Sundher** and CARRIED to approve the Treasurer's Report from November 30, 2011.

V. New Business

Captain Girmala gave thanks to the community for the support last Friday in the wake of the shooting at Sunset & Vine that claimed the life of John Atterberry. BID officers that responded to the scene: Michael Coogle, Michael Ayala, Dave McCall, George Islas, Leonard Sterling, and Solomon Patton are scheduled to receive commendations from LAPD Chief Beck on December 16, 2012.

VI. Committee/Activity Reports

A. Hollywood Facelift

1. Status of CRA CPEP Program: Bell reported that staff has reviewed all 44 applications for the CPEP program. The applications represented nearly \$4.7 M in requests for funding, and property owners continue to inquire. Bell said the Supreme Court decision determining the fate of the CRA would be made by January 15.

2. Economic benchmarking/trend tracking: MacPherson reported that there is renewed interest in commissioning a study to measure key economic indicators in the BID. The last economic benchmarking report was completed in 2008. Tronson, Sunder, Yamada, Stephan and Beck have been recruited to serve on a working group to oversee this effort. The board discussed various metrics of interest, including: pedestrian counts, traffic volumes and visitor tracking data.

B. Security Committee

1. Nightclub promoter issues: Morrison reported that there have been two meetings held in the past four weeks to discuss a potential licensing program or ordinance for nightclub promoters. The committee has researched various initiatives and favors a program instituted in West Hollywood, where promoters are licensed by the city, a process which includes a background check, fees and inspections. Apart from an ordinance the committee has discussed three other strategies, including: a peer-to-peer conversation with property owners; a due diligence process with a database (similar to Yelp) to track problem promoters; and a “mini-BID” that would function at night. The committee will continue to work with LAPD on developing a strategy and will report back to the board in early 2012.

3. Cahuenga Corridor: Morrison reported on a meeting that took place on December 6 with the nightclubs on Cahuenga regarding the collaborative valet ordinance. The executive director of the Los Angeles Police Commission, Richard Tefank, came to Hollywood to meet personally with the owners. O’Farrell stated that he has been working with all the agencies involved in such an ordinance, and the next step will be a hearing at the Public Safety Committee in early 2012.

4. Contract with Andrews International: Morrison stated that the Security Committee has reviewed the draft change order and recommends renewing the service agreement for one more year. Copies of the draft change order were distributed to the Board.

It was moved by **John Tronson**, seconded by **Chris Bonbright** and CARRIED to approve the Andrews International contract change order that commences January 1, 2012 and expires December 31, 2012.

5. Social Services/Homeless Outreach: Morrison reported that the board had remaining funds in its security contingency for 2011. At the last meeting Morrison suggested allocating \$30,000 to be divided between PATH and SSBS (Social Services at Blessed Sacrament) as these are two of the most frequently used homeless service providers that the BID patrol relies upon insofar as transporting, referring or case managing homeless individuals in the Hollywood area.

Dirk Degraeve, president of SSBS, briefly outlined the scope of services the center provides and how it is continuing to move beyond its previous model of “soft services,” to now engaging clients in obtaining permanent supportive housing. Tronson stated that he had visited the SSBS program and found it to be very effective and efficient. Mariani reviewed with the board Rudy Salinas’ remarks from their November board meeting, and illustrated how homelessness is an issue that consumes a large portion of BID resources and security man power. Mariani informed the board that through the help of these two agencies, several homeless clients have come off the streets and into permanent housing facilities, thereby freeing up BID resources to focus on other concerns in the area.

After the presentation the Board felt that these programs were a valuable resource to the BID. Tronson suggested increasing the suggested contribution to \$50,000, if BID funds allowed. Mariani said that he would work with PATH and SSBS to continue to track the two agencies’ progress in the Hollywood BID.

It was moved by **Chris Bonbright**, seconded by **Jan Martin** and CARRIED to allocate \$50,000, split equally, to PATH and SSBS for the purposes of their homeless outreach programs that partner with BID Security patrol and that impact individuals who are homeless in the Hollywood Entertainment District.

C. Streetscape Committee

1. EaCa Pedestrian Alley Update: MacPherson reported that the alley is now open to the public and the council district is currently organizing a press event. She added that the property owners on the south end have adopted bylaws and elected officers for their management association, and at least one property owner has applied for a revocable permit for outdoor dining.

2. CleanStreet maintenance contract change order: MacPherson distributed copies of the proposed change order to renew the Cleanstreet contract for two years, at an annual cost of \$1,022,000.00 – which entails \$885,000.00 for core services and \$137,000 for alley maintenance. The new terms reflect a 3% CPI increase, as recommended by the Budget Working Group.

It was moved by **Tej Sundher**, seconded by **Don Mushin** and CARRIED to approve the CleanStreet contract change order that commences on January 1, 2012 and ends on December 31, 2013, in the amount of \$1,022,000.00 annually.

3. Update on Hollywood Community Plan Update and CRA Urban Design Guidelines: MacPherson thanked the board members that testified at the City Planning Commission hearing on December 8th. After a lengthy hearing, the Commission approved the Plan unanimously. The next step will be a hearing with the Planning and Land Use Management (PLUM) Committee in late January or early February, before it is considered by the full City Council. She stressed the importance of testifying at these upcoming hearings as there is vocal opposition to the Plan from various neighborhood groups. The Mayor will be holding a press conference on Monday, Dec. 19th to voice his support for the Plan.

MacPherson reported that the Urban Design Guidelines were approved by the CRA Board at their hearing on December 15th. The guidelines will proceed to the City Planning Commission, where they have 90 days to submit recommendations to the CRA Board for their final approval. It is unclear, at this time, whether the guidelines would be ratified if the CRA is dissolved in January.

5. DWP grant: MacPherson announced that the HPOA is eligible to receive up to \$5,000 in grant funding through the LA DWP for capital projects, such as holiday lighting, decorative lighting, trash receptacles and pole banners. HPOA staff will select an item from the list of pending streetscape projects and proceed with the grant application, due January 31, 2012.

6. Maintenance Headquarters: MacPherson stated that there is still an ongoing need to lease space for the maintenance headquarters currently located in the Selma Elementary parking lot. Any offers or suggestions are welcome.

D. Marketing Committee

1. CBS/ KNX Radio “On Your Corner” Broadcast January 27: Strecker stated that he has been working for several months with KNX to assist them in finding sponsors for their “On Your Corner” live broadcast from Hollywood. Recently, the Central Hollywood Coalition Board approved an allocation of \$2,500 to become a sponsor and Strecker recommended the Board consider a similar sponsorship. Strecker explained that KNX hopes to have their morning broadcast stationed at the W Hotel and the afternoon broadcast from the Arclight Cinemas, noting that these two locations represent both BIDs.

It was moved by **David Green**, seconded by **Galo Medina** and CARRIED to approve a \$2,500 sponsorship of KNX's "On Your Corner" Hollywood Broadcast by the HED.

2. Pow Wow 2012: Morrison explained that staff has been discussing how to maximize the HED's sponsorship for the Pow Wow conference in April. Following the Board's action last month, HPOA staff has engaged Kim Sudhalter, Urban Legend PR, to develop a multi-faceted proposal to capture the attention of roughly 5,000 travel professionals and press attending the conference. Sudhalter provided an overview of the various marketing initiatives that will launch in the coming months, including a landing page for the HED from the Pow Wow website, with links to: itineraries for different demographic subsets, a FourSquare "check in" competition, and a Facebook photo contest. Additionally, Sudhalter will work with HPOA staff and the Pow Wow advisory committee to develop six press releases leading up to the event. As for the opening night party at Hollywood & Highland, Sudhalter and Strecker will work on several projects to enhance the BID's sponsorship, including a short video and digital photo booths at the event.

It was moved by **Chris Bonbright**, seconded by **John Tronson** and CARRIED to approve a four-month retainer agreement with Urban Legend PR at \$20,000 to assist with our sponsorship of Pow Wow.

E. Nominating Committee

1. Open board seat: Chris Bonbright requested recommendations for candidates to fill the open seat on the board.

VII. Old Business

A. Ker Arrest: Morrison reported that the HPOA received a letter from Samuel Ker's attorney, requesting the name of our insurance provider. Mr. Ker was arrested by Andrews Security in 2011.

B. Strategic Plan: Morrison suggested that the board consider postponing their strategic planning retreat until February since many decisions have yet to be determined relative to the CRA. Morrison also recommended that the board look into planning a trip to New York City next year to tour various projects and gain inspiration from our BID counterparts.

VIII. Executive Session:

The Board convened in Executive Session to review and approve options relative to performance bonus compensation for HPOA staff. It was moved by **Chris Bonbright**, seconded by **David Green** and CARRIED to allocate \$30,000 in year end performance bonuses for the staff, with 45% of that amount allocated to the executive director. The executive director will allocate the remaining funds amongst the staff at her discretion.

IX. Next Meeting:

The next meeting will be held on Thursday, January 18 at 4 p.m.

X. Adjournment:

There being no further business the meeting was adjourned by President Frank Stephan at 6:00 p.m.